

Message Text

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12

ACTION EA-10

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R 210928Z NOV 74

FM AMEMBASSY KUALA LUMPUR

TO USDOC WASHDC

INFO SECSTATE WASHDC 8399

AMEMBASSY BANGKOK

AMEMBASSY MANILA

AMEMBASSY SINGAPORE

UNCLAS KUALA LUMPUR 5515

USDOC

COMMERCE OIM/SAD FROM COATES

SINGAPORE FOR TRADE CENTER

E.O. 11652: N/A

TAGS: BEXP, MY

SUBJ: FOOD PROCESSING AND PACKAGING TECHNICAL
SEMINAR

1. GROUP ARRIVED ON SCHEDULE NOVEMBER 14. SEMINAR
SESSIONS HELD NOVEMBER 15 AND 16. BUSINESS
APPOINTMENTS NOT PRESCHEDULED BUT DEVELOPED AS
RESULT INQUIRIES FROM SEMINAR SESSIONS.

2. FIRST DAY SEMINAR HAD FAIR ATTENDANCE NUMBERING
45 SECOND DAY COUNT WAS 29. ASSISTANCE AND
PARTICIPATION BY HEAD OF FOOD RESEARCH INSTITUTE,
DR. KASSIM, WAS MOST HELPFUL.

3. INDUSTRY REPS REPORT \$150,000 PROJECTED SALES
NEXT 12 MONTHS. ONE DISTRIBUTORSHIP ESTABLISHED,
WITH TWO MORE PROSPECTIVE DISTRIBUTORSHIPS
PROBABLE.

4. THREE MEMBERS OF GROUP DEPARTED EARLY FOR
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SINGAPORE. WILL REJOIN AS MAIN GROUP TRANSITS

SINGAPORE ON WAY TO MANILA. THEIR PARTICIPANT
REPORTS NOT INCLUDED IN ABOVE SUMMARY.

5. AS IN BANGKOK, SEAFOOD FREEZING TECHNOLOGY
AND OLIVER MACHINERY LED IN ACTIVITY AND BUSINESS
PROSPECTS. WERNER LEHARA AND FRICK APPEAR TO HAVE
GOOD POSSIBILITIES.

6. EMBASSY TO AIRFREIGHT STATE INTERPRETERS
EQUIPMENT NOVEMBER 21.

7. POST COMMENT: THIS WAS NOT A SUCCESSFUL SEMINAR
OR TRADE MISSION. MISSION MEMBERS WERE WELL PREPARED,
MADE FINE PRESENTATIONS TO ATTENTIVE AUDIENCES, BUT
VIRTUALLY NO DISCUSSION ENSUED. COMMERCE'S PRIOR
STIPULATION THAT AUDIENCES BE LIMITED TO 50 PERSONS
WORKED TO DISADVANTAGE IN THIS INSTANCE. IN ORDER
TO HOLD PARTICIPANTS TO 50, INVITATIONS WERE MAILED
ONLY TO 150 BLUE RIBBON GUESTS FROM OUR MASTER
LIST OF MORE THAN 350 NAMES CONNECTED WITH FOOD
PROCESSING AND PACKAGING. BUT THIS DID NOT ELICIT
ADEQUATE RESPONSE, PRIMARILY DUE TO UNEXPLAINED LATE
RECEIPT INVITATIONS (MAILED NOVEMBER 1) AND CONFLICT
WITH MALAYSIAN HOLIDAY MAIL. IN FACT, SOME INVITEES
DID NOT GET INVITATIONS UNTIL THIS WEEK. COMMERCE
RECOMMENDED BAN ON PRESS ADVERTISING OR PUBLICITY
BEFORE SEMINAR ALSO LIMITING FACTOR.

8. MISSION MEMBERS UNHAPPY THAT NO FIRM APPOINTMENTS
SET PRIOR THEIR ARRIVAL. HOWEVER, COMMERCIAL ATTACHE
UNDERSTOOD DURING VISIT BY ADVANCE MAN THAT NO
APPOINTMENTS WERE REQUIRED, RATHER THEY WOULD
EMANATE FROM INTERESTS OF SEMINAR ATTENDEES. WHEN
EXPECTED INTEREST DID NOT DEVELOP, WE ATTEMPTED
ON SHORT NOTICE TO ARRANGE SUITABLE APPOINTMENTS,
BUT DIFFICULTY ENCOUNTERED IN ARRANGING APPOINTMENTS
WITH MALAYSIANS NOT INVITED TO ORIGINAL SEMINAR,
WHICH IS UNDERSTANDABLE.

9. MISSION DEPARTED KUALA LUMPUR ON SCHEDULE. DETAILED
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LETTER FOLLOWS.

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